



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
566380 /	07895030
<u>Product</u>	
Crossroads GPS	
<u>Contract Dates</u>	<u>Estimate #</u>
08/08/12 - 08/14/12	12/11/882
<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/09/12 / 08/09/12
<u>Billing Cycle</u>	<u>Billing Calender</u>
EOM/EDC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WTKR	Jamie Andrus
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8433	12
<u>Product Code</u>	
	11
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots Amount
1 3	08/08/12	08/12/12	NewsChannel 3 News		5-6am		:30			NM	3 \$720.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	--111--	3	\$240.00							
2 3	08/13/12	08/14/12	NewsChannel 3 News		5-6am		:30			NM	2 \$480.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/13/12	08/19/12	11-----	2	\$240.00							
3 3	08/08/12	08/12/12	Newschannel 3 News		6-7am		:30			NM	3 \$1,095.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	--111--	3	\$365.00							
4 3	08/13/12	08/14/12	Newschannel 3 News		6-7am		:30			NM	2 \$730.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/13/12	08/19/12	11-----	2	\$365.00							
5 3	08/08/12	08/12/12	CBS This Morning		7-9a		:30			NM	6 \$1,680.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	--222--	6	\$280.00							
E 6 3	08/13/12	08/14/12	CBS This Morning		7-9a		:30			NM	6 \$1,680.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/13/12	08/19/12	MT-----	6	\$280.00							
7 3	08/11/12	08/11/12	Early Show Saturday		9-11am		:30			NM	1 \$200.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	-----S-	1	\$200.00							
8 3	08/12/12	08/12/12	CBS Sunday Morning		9-1030am		:30			NM	1 \$485.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	-----S	1	\$485.00							
9 3	08/12/12	08/12/12	Face the Nation		1030-11am		:30			NM	1 \$555.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	-----S	1	\$555.00							
10 3	08/08/12	08/12/12	Let's Make A Deal 9am		9-10am		:30			NM	3 \$1,245.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/06/12	08/12/12	--111--	3	\$415.00							
11 3	08/13/12	08/14/12	Let's Make A Deal 9am		9-10am		:30			NM	2 \$830.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 08/13/12	08/19/12	11-----	2	\$415.00							

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Contract / Revision 566380 /	Alt Order # 07895030
Contract Dates 08/08/12 - 08/14/12	Product Crossroads GPS
Advertiser Crossroads GPS	Original Date / Revision 08/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
12	3	08/08/12	08/12/12	Price Is Right	11am-12n		:30			NM	3	\$1,665.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/06/12	08/12/12	--111--				3	\$555.00			
13	3	08/13/12	08/14/12	Price Is Right	11am-12n		:30			NM	2	\$1,110.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/13/12	08/19/12	11-----				2	\$555.00			
14	3	08/08/12	08/12/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$1,245.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/06/12	08/12/12	--111--				3	\$415.00			
15	3	08/13/12	08/14/12	Newschannel 3 News	12n-1230pm		:30			NM	2	\$830.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/13/12	08/19/12	11-----				2	\$415.00			
16	3	08/08/12	08/12/12	CBS Daytime	1228-3pm		:30			NM	3	\$1,665.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/06/12	08/12/12	--111--				3	\$555.00			
17	3	08/13/12	08/14/12	CBS Daytime	1228-3pm		:30			NM	2	\$1,110.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/13/12	08/19/12	11-----				2	\$555.00			
18	3	08/08/12	08/12/12	Ellen Degeneres 3pm	3-4pm		:30			NM	3	\$1,185.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/06/12	08/12/12	--111--				3	\$395.00			
19	3	08/13/12	08/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$790.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/13/12	08/19/12	11-----				2	\$395.00			
20	3	08/08/12	08/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$840.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/06/12	08/12/12	--111--				3	\$280.00			
21	3	08/13/12	08/14/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/13/12	08/19/12	11-----				2	\$280.00			
22	3	08/08/12	08/12/12	Newschannel 3 News	5-530pm		:30			NM	3	\$1,395.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/06/12	08/12/12	--111--				3	\$465.00			
23	3	08/13/12	08/14/12	Newschannel 3 News	5-530pm		:30			NM	2	\$930.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/13/12	08/19/12	11-----				2	\$465.00			
24	3	08/08/12	08/12/12	Newschannel 3 News	530-6pm		:30			NM	3	\$1,305.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/06/12	08/12/12	--111--				3	\$435.00			
25	3	08/13/12	08/14/12	Newschannel 3 News	530-6pm		:30			NM	2	\$870.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/13/12	08/19/12	11-----				2	\$435.00			
26	3	08/08/12	08/12/12	Newschannel 3 News	8-630pm		:30			NM	3	\$1,515.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/06/12	08/12/12	--111--				3	\$505.00			
27	3	08/13/12	08/14/12	Newschannel 3 News	6-630pm		:30			NM	2	\$1,010.00
Week:		Start Date	End Date	Weekdays				Spots/Week	Rate			
		08/13/12	08/19/12	11-----				2	\$505.00			
28	3	08/08/12	08/12/12	7-730pm	7-730pm		:30			NM	2	\$1,170.00

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Contract / Revision 566380 /	Alt Order # 07895030
Contract Dates 08/08/12 - 08/14/12	Product Crossroads GPS
Estimate # 12/11/882	

Advertiser Crossroads GPS	Original Date / Revision 08/09/12 / 08/09/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:		08/06/12	08/12/12	--111--				3	\$585.00		
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>
	3	3	08/06/12-08/12/12	7-730pm				7-730pm	---WThF---	:30	\$585.00
		<i>Credited</i>									
29	3	08/13/12	08/14/12	7-730pm				7-730pm		:30	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	11-----				2	\$585.00		
E	30	3	08/08/12	08/12/12	730-8pm			730-8pm		:30	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/06/12	08/12/12	--111--				3	\$555.00		
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>
	3	3	08/06/12-08/12/12	730-8pm				730-8pm	---WThF---	:30	\$555.00
		<i>Credited</i>									
31	3	08/13/12	08/14/12	730-8pm				730-8pm		:30	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	11-----				2	\$555.00		
32	3	08/08/12	08/12/12	Late News (M-F)				11-1135p		:30	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/06/12	08/12/12	--111--				3	\$760.00		
33	3	08/13/12	08/14/12	Late News (M-F)				11-1135p		:30	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	11-----				2	\$760.00		
34	3	08/12/12	08/12/12	Late News (Sa-Su)				11-1135p		:30	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/06/12	08/12/12	-----S				1	\$515.00		
35	3	08/08/12	08/12/12	Late Night with David Letterman	1135pm-1237am					:30	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/06/12	08/12/12	--111--				3	\$235.00		
36	3	08/13/12	08/14/12	Late Night with David Letterman	1135pm-1237am					:30	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	11-----				2	\$235.00		
V	37	3	08/11/12	08/11/12	Saturday Prime			9-10pm		:30	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/06/12	08/12/12	-----S-				1	\$555.00		
Totals										90	\$38,330.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	90	\$38,330.00	\$32,580.50
Totals	90	\$38,330.00	\$32,580.50

Signature: _____ Date: _____

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